

**ORDER**

KSNV

**Orders**

Order / Rev: 104412  
 Alt Order #: 06832077  
 Product Desc: HELLER FOR SENATE  
 Estimate: \_\_\_\_\_  
 Flight Dates: 09/05/12 - 09/11/12  
 Original Date / Rev: 07/18/12 / 08/21/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Strategic Media Services, Inc.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
 \_\_\_\_\_  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Heller, Dean for U.S. Senate *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	81	\$43,625.00	\$37,081.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$43,625.00	\$37,081.25	0.00
<b>Totals</b>	<b>81</b>	<b>\$43,625.00</b>	<b>\$37,081.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431.03

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wa	M	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--WTF--			3		\$185.00		0.00				

Order / Rev: 104412  
Alt Order #: 06832077  
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$185.00		0.00			
E 2	KSNV	09/10/12	09/11/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$185.00		0.00			
E 3	KSNV	09/10/12	09/11/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$450.00		0.00			
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$450.00		0.00			
E 5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$550.00		0.00			
E 6	KSNV	09/10/12	09/11/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$550.00		0.00			
E 7	KSNV	09/11/12	09/11/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-T-----	:30	1	\$200.002		0.00	NM	1	\$200.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$200.00		0.00			
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W-F--					2	\$200.00		0.00			
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$200.00		0.00			
E 10	KSNV	09/10/12	09/11/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$200.00		0.00			
E 11	KSNV	09/10/12	09/11/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$275.00		0.00			
E 12	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$275.00		0.00			
E 13	KSNV	09/05/12	09/07/12		CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00

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 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PHIL Dr. Phil Dr Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					3	\$300.00		0.00			
E 14	KSNV	09/10/12	09/11/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 2 \$300.00 0.00															
E 15	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$350.002		0.00	NM	2	\$700.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 2 \$350.00 0.00															
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF-- 3 \$350.00 0.00															
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	---TF--	:30	3	\$450.002		0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF-- 2 \$450.00 0.00															
E 18	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 2 \$450.00 0.00															
E 19	KSNV	09/10/12	09/11/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$725.002		0.00	NM	4	\$2,900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 4 \$725.00 0.00															
E 20	KSNV	09/05/12	09/07/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	6	\$725.002		0.00	NM	4	\$2,900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF-- 4 \$725.00 0.00															
E 21	KSNV	09/10/12	09/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00
JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 2 \$725.00 0.00															
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---TF--	:30	3	\$725.002		0.00	NM	2	\$1,450.00
JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF-- 2 \$725.00 0.00															
E 23	KSNV	09/05/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	2	\$725.002		0.00	NM	2	\$1,450.00
WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF-- 2 \$725.00 0.00															
E 24	KSNV	09/10/12	09/11/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00
WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----- 2 \$725.00 0.00															
E 25	KSNV	09/10/12	09/11/12		CM	730-758pm	MT-----	:30	2	\$400.002		0.00	NM	2	\$800.00

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Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Face to Face w/ Ralston											
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$400.00		0.00			
E 26	KSNV	09/05/12	09/07/12	Face to Face w/ Ralston	CM	730-758pm	---TF--	:30	3	\$400.00	2	0.00	NM	2	\$800.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$400.00		0.00			
E 27	KSNV	09/06/12	09/06/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$750.00		0.00			
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$750.00		0.00			
E 29	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----SS					2	\$750.00		0.00			
E 30	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$200.00		0.00			
E 31	KSNV	09/08/12	09/08/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					2	\$350.00		0.00			
E 32	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$625.00		0.00			
E 33	KSNV	09/09/12	09/09/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				NFL Football											
				SNFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$8,000.00		0.00			
E 34	KSNV	09/09/12	09/09/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$200.00		0.00			
N 35	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$750.00		0.00			
N 36	KSNV	09/05/12	09/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$750.00		0.00			
N 37	KSNV	09/09/12	09/09/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$900.00	2	0.00	NM	1	\$900.00
				News 3 in Prime		(8:30 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm (8:30 PM-9:30 PM)	-----S	:30	1	\$900.002		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$900.00		0.00			
N38	KSNV	09/05/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--					3	\$200.00		0.00			
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.002		0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$200.00		0.00			
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$350.002		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
													Totals	81	\$43,625.00